



Arizona Visitor Profile

Total Domestic Overnight Visitors to Arizona Year End 2005

	TOTAL OVERNIGHT	Leisure
Total Number of Domestic Visitors	29.1 Million	22.1 Million
Average Length of Stay	3.6 Days	3.9 Days
Average Age of Visitor	48 Years	49 Years
Average Annual Income	\$72,100	\$70,400
Average Travel Party Size	2.1 People	2.3 People

What are their primary Arizona activities?

	TOTAL OVERNIGHT	Leisure
Sightseeing	29.0%	35%
Nature	23.0%	26%
Culture	18.0%	21%
Attractions	17.0%	19%
Outdoor/ Sports	12.0%	11%

Where do they come from?

	TOTAL OVERNIGHT	Leisure
Arizona	29.8%	29.1%
California	25.7%	26.4%
Texas	4.7%	3.6%
New Mexico	3.6%	2.9%
Nevada	3.0%	3.9%
Illinois	2.9%	3.0%
Colorado	2.5%	2.9%
New York	2.3%	2.6%

Where do they go?

	TOTAL OVERNIGHT	Leisure
Phoenix and Central	46.4%	44.5%
Northern	17.8%	19.6%
Tucson and Southern	16.2%	17.0%
West Coast	6.5%	7.1%
General Arizona	7.4%	6.0%
North Central	5.8%	5.8%

Quarter of Travel

	TOTAL OVERNIGHT	Leisure
1 st Q (Jan-Mar)	29.0%	27.0%
2 nd Q (Apr-Jun)	24.0%	23.0%
3 rd Q (Jul-Sep)	23.0%	23.0%
4 th Q (Oct-Dec)	24.0%	26.0%

Main Mode of Transportation

	TOTAL OVERNIGHT	Leisure
Auto Travel	60.0%	64.0%
Air Travel	29.0%	26.0%
Other Transportation	10.0%	10.0%

Domestic Overnight Visitor Profile
Source: D.K. Shifflet and Associates